

2010

Past Tense, 2010

Retired Association of Portland State

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Past Tense

PSU AND THE NIKE SWOOSH

In 1971 Phil Knight, then an instructor in accounting in the School of Business Administration, quite accidentally met Carolyn Davidson, a graphic art student, in one of the hallways of the Art Department. Overhearing her comment about her limited financial resources, he introduced himself and offered her a job at \$2 per hour to develop graphics and a logo for his young company, Blue Ribbon Sports.



BRS needed a new brand for a new line of athletic shoes he was planning to introduce in 1972. Carolyn accepted the offer and shortly thereafter presented Phil and his associates with several designs. Although unexcited about any of the sketches at the time, Phil selected the “swoosh” with the expectation that “it would grow on him in time.” Carolyn billed him for \$35.

The rest is history.

Blue Ribbon Sports became Nike, Phil Knight became the richest man in Oregon, and the Swoosh became probably the most recognized logo in the world. Carolyn did additional work for BRS and Nike and also received an undisclosed amount of Nike stock for her contribution to Nike’s great success. Her design studio, Carolyn Davidson Graphic Design, endured for 27 years.

—Roger Moseley

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Past Tense

FLORESTAN TRIO ENRICHES PSU

In 1974 violinist Carol Sindell, cellist Hamilton Cheifetz, and pianist Harold Gray won the competition to become Portland State University Music Department's first (and only) artists-in-residence ensemble—and the Florestan Trio came into being. These artists were hired not only to provide music students with rehearsal and performance techniques and opportunities, but also to provide the University and Portland-area audiences with the very finest performances of the piano trio literature. Concerts were performed on campus and throughout greater Portland as well as on state tours.

The Florestan Trio (named after a character in Beethoven's only opera, *Fidelio*) was only half of the trio's appointment.

The other half of the trio's members' time was to be spent in teaching their respective instruments to PSU students. As a result, chamber music became a vital part of Portland State students' music education. The trio also toured Japan and performed for several summers in educational programs and festivals in France.

While most other major universities were able to keep their residence ensemble programs, with a series of severe budget cuts over the years at Portland State, the post of artist-in-residence was abolished. The members of the trio then became regular members of the Music Department faculty. Upon Harold Gray's retirement, Janet Guggenheim (although not connected with the PSU Music Department) became the trio's pianist. The Florestan Trio has joined the Friends of Chamber Music, the Piano Series, and the Guitar Festival as having once been under the auspices of the PSU Music Department. Each of these ensembles has continued to provide a rich and varied musical culture to the Portland area and the entire state.



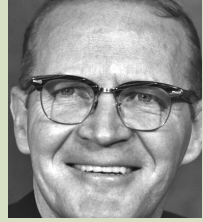
Carol Sindell, Hamilton Cheifetz, Harold Gray

—Gordon Solie

Past Tense

FERDINAND SOCIETY

The Ferdinand Society began in 1956 as an organization of teaching faculty and administrators. Founded by Professors Mitchell Kerr (chair), Social Sciences, John Allen, Science, and Emerson Hoogstraat, Business Administration, the society's constitutional purpose was "to promote fellowship, intellectual discussion and association with leaders in all phases of Portland community life. . . . The society was created in the name of Ferdinand the Bull, whose physical power, friendliness, curiosity, and love for the esthetic symbolize the purpose of this organization." These men initiated a series of monthly informal luncheons for faculty to help them "stay in touch" and invited outside speakers to promote interactions of faculty with leaders in the community. Following the Ferdinand theme, the presiding officers became the Matador (president), Toreador (program chair), and Picador (secretary/treasurer).



Mitchell Kerr

The society gained a strong following, increasing its membership from 16 in the 1950s to over 125 in the 1990s. The organization's success during these years was attributed to its collegial appeal, the 1971 addition of emeritus faculty/administrators, and the inclusion of women faculty, which occurred in 1980 when Mary Constans, Art, and Maxine Thomas, Education, became members. Interest in the society waned in the 1990s with the increasing demands on teaching faculty, and by 2005, membership had dwindled. Scott Burns, Geology, and Ellen Reuler, Speech and Hearing Sciences, who had generously led the society over its last years, organized a farewell function on Nov. 13, 2006. While saying goodbye to a PSU tradition, participating members attested to the benefits of social exchanges among colleagues as being an important part of academia.



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Past Tense

DICK HALLEY: GI TO PSU

Dick Halley's heritage dates back to the town called Halfway in eastern Oregon that was established in 1875. Dick embodies the true pioneer spirit of Halfway, a spirit manifest in his remarkable and outstanding career. Dick started as a private in World War II, and before the war was over, he had achieved the rank of captain. He arrived in Europe the hard way—at Omaha Beach, fought in the Bulge, and received a Bronze Star for bravery and a Purple Heart for wounds received. After his return to the United States, he received a B.S. and an M.S. from the University of Oregon and a Ph.D. in economics from Stanford. The stage was set for the significant role that he came to play in Portland State's history.



Dick Halley, USA

Dick is a member of an elite group, including Steve Epler, Frank Roberts, and Bill Lemman, among others, who planted the seeds for PSU to grow from the wreckage left by the Vanport flood into the largest university in Oregon.



Dick Halley, PSU

PSU archival photos show Dick transferring files from the muddy waters of the Columbia. From this inauspicious start, Dick and his colleagues fought the turf battles in Salem that put Vanport College on the track to becoming a premier research university. Over time Dick took part in many committees and task forces, and he served in several administrative positions, including dean of students at Vanport, chair of the Economics Department, dean of the Graduate School, and acting vice president for Academic Affairs. In short, Dick Halley's illustrious career should be remembered and recognized not only in "Past Tense" but the "present tense" as well.

—Richard Brinkman

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Past Tense

AN OFFENSIVE OUTBURST

From 1975 to 1980 the PSU football team, under coach “Mouse” Davis, and with quarterbacks June Jones and Neil Lomax leading the “run and shoot” offense, led the nation in passing and total offense for five straight years and led the nation in scoring three times. Portland State set 20 NCAA Division II offensive records in addition to being the NCAA’s all-time point producer in 1980. The Viks scored 541 points in 11 games—an average of 49.2 points—along with 434.9 yards passing and 504.3 yards of total offense per game.

PSU fans still talk about the 50-49 win over Montana in 1976 as the most exciting game ever. June Jones threw a two-yard touchdown pass to Dave Steif, with no time remaining, for the win. Another record-setting game (most passes by two teams) was against Santa Clara. The Viks were victorious in the game as well, which included a 98-yard strike from June to Scott Saxton.

After graduation, June played for the Atlanta Falcons (1977-81), then the Toronto Argonauts (1982). In 1983 he began his coaching career at the University of Hawaii. He is now head coach at Southern Methodist University.

Led by Lomax in 1980, the Vikings had record scores of 105-0 over Delaware State, 93-7 over Cal Poly, and 72-0 over Weber State. Lomax played only two quarters in these games; despite that, he threw seven touchdown passes in one quarter against Delaware State.

After graduation, Neil was drafted by the St. Louis Cardinals, where he had a nine-year career. He is currently living in Lake Oswego and supplies quarterbacks (his sons) to Lake Oswego High School.

In 1981 coach Davis joined the UC Berkeley coaching staff. He concluded his long career in 2009 when he retired as offensive coordinator at Portland State University. He currently lives in Lake Oswego.

Davis and his players saved football at Portland State—the sport was under consideration of being dropped—and gave the school some great football tradition at the same time.

—*Mouse Davis and Roger Moseley*

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Past Tense

VIKINGS OUTLAST DUCKS

Those of us retirees well remember the difficult times Portland State faced in its early days, much of it because the University of Oregon was constantly blocking our progress.

In the first years of Portland State, progress was often stymied by an imperative that seems almost unbelievable today: any new course PSU faculty wished to offer required the permission of the like department or school at the University of Oregon. Obviously that institution fought hard not to allow Portland State College to grow beyond the size it was when it was known as Vanport Extension Center.

Through some miracle two omnibus numbers made it through the Oregon State Board of Higher Education: 150 (lower division) and 350 (upper division). Although the University of Oregon never allowed new numbers to be added to our catalog, it was now possible to add courses through these two numbers. The catch: they had to be called "Special Studies." The Music Department, for example, now could add very necessary courses such as Mus 350 Special Studies: Arranging, Mus 350 Special Studies: Counterpoint, and Mus 350 Special Studies: Composition (the colon was always necessary). The dean of the school of music at UO was furious, but there was nothing he could do about what the state board had dictated. As the years went on, Eugene was forced to relax its grip on PSC and new numbers were allowed, eliminating the "Special Studies" notation.

For more about the early growing pains, please refer to Gordon Dodd's history, *The College That Would Not Die*.

—Gordon Solie

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RAPS club reports

Book Club: 'The Help'

The RAPS Book Club will meet Tuesday, Sept. 21, at 1:30 p.m. at the home of Marge Terdal, 997 SW Westwood Drive in Portland. Contact her at terdalm@pdx.edu or 503-244-5714 to RSVP and ask for directions. We will discuss *The Help* by Kathryn Stockett. The book is described as follows (©2009 Kathryn Stockett Site by AuthorBytes.com):

Three ordinary women are about to take one extraordinary step. Twenty-two-year-old Skeeter has just returned home after graduating from Ole Miss. She may have a degree, but it is 1962, Mississippi, and her mother will not be happy till Skeeter has a ring on her finger. Skeeter would normally find solace with her beloved maid Constantine, the woman who raised her, but Constantine has disappeared and no one will tell Skeeter where she has gone. Aibileen is a black maid, a wise, regal woman raising her seventeenth white child. Something has shifted inside her after the loss of her own son, who died while his bosses looked the other way. She is devoted to the little girl she looks after, though she knows both their hearts may be broken. Minny, Aibileen's best friend, is short, fat, and perhaps the sassiest woman in Mississippi. She can cook like nobody's business, but she can't mind her tongue, so she's lost yet another job. Minny finally finds a position working for someone too new to town to know her reputation. But her new boss has secrets of her own.

Seemingly as different from one another as can be, these women will nonetheless come together for a clandestine project that will put them all at risk. And why? Because they are suffocating within the lines that define their town and their times. And sometimes lines are made to be crossed. In pitch-perfect voices, Kathryn Stockett creates three extraordinary women whose determination to start a movement of their own forever changes a town, and the way women--mothers, daughters, caregivers, friends--view one another. A deeply moving novel filled with poignancy, humor, and hope, *The Help* is a timeless and universal story about the lines we abide by, and the ones we don't.

Come to the next meeting with recommendations for future book selections.

--Mary Brannan

RAPS Bridge Group: Deals on Sept. 14

The RAPS Bridge Group meets at Willamette View at 1:00 p.m. Tuesday, Sept. 14. For further information, please call Colin Dunkeld, 503-292-0838. Please call no later than Friday, Sept. 3.

--Colin Dunkeld

RAPS Hikers: Bound for Banks

Six hikers ate lunch at Mirror Lake on Mt. Hood Tuesday, Aug. 24. (See photo on page 1.) There was a slight breeze preventing the reflection in the lake, but it made a pleasant hike while the temperature in Portland was in the 90s.

The next hike is Tuesday, Sept. 28. We will meet at 9:00 a.m. at the Cedar Hills Shopping Center near the DMV office to carpool to milepost 8 of the Banks to Vernonia linear trail. This is the location of Horseshoe Trestle. Sack lunch will be at approximately milepost 12 in Stub Stewart State Park.

Confirm with Larry Sawyer by Sept. 27 at larry_sawyer@comcast.net or 503-771-1616.

--Larry Sawyer

PAST TENSE

Portland State College's first president



John F. Cramer, 1899-1967

In 1955, when the Oregon State Board of Higher Education chose John Cramer to lead the school, he was a veteran of the Oregon public school system and well known statewide as Dean of the General Extension Division. He had also served as senior administrator in overseeing the formation of Vanport Extension Center, Portland State Extension Center, and Portland State College. But Cramer, presumably tired of administrative challenges, served only three years, stepping down in 1958 to become a professor of education. Cramer found teaching to be enjoyable, was passionate in his instructional role, took his new position seriously, and gladly assumed various administrative responsibilities when called upon by his successors. Cramer resigned in 1967 due to ill health. State Hall--Portland State's first new building--was renamed Cramer Hall in his remembrance in 1969.

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Past Tense

Building a library from scratch . . . twice

Jean Black, Portland State's first head librarian, was a remarkable woman who held four degrees, including a PhD in history. She was recruited by PSU founder Stephen Epler in 1946 to develop and direct the library where the University originated, at the newly established Vanport Extension Center in Vanport City, Portland. From 1946-1969, Professor Black was a pioneering head librarian. After developing a library from nothing at Vanport in 1946, she started again from nothing at the Oregon Shipbuilding Corporation site following the 1948 Memorial Day flood that destroyed Vanport and the Extension Center.

Innovative and industrious, Jean scrambled to rebuild the collection, obtaining books through donations from other libraries and major book publishers. In 1952, when the Center moved to the old Lincoln High School (now Lincoln Hall) in Portland's South Park blocks, she moved the library again. Soon she was spearheading efforts to build a larger library, which opened in 1959 in the northwest corner of College Center (now Smith Memorial Student Union). Still looking ahead, Black was a key player in the development of the uniquely designed Millar Library, which opened in 1968.

The Jean Black Memorial Wall Sculpture in the Millar Library reads in part: "This plaque is in loving memory of Jean Black and in recognition that dedicated people built this University and this library . . . She is remembered by her students and colleagues as intimately acquainted with her library, efficient and helpful . . . Jean Black is a shining symbol of the pioneering early faculty at Portland State, able educators doing a professional job with relatively few resources."



Jean Black in 1951

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Oregon Garden excursion lures a few hardy souls

The seven intrepid RAPS members who ignored the rain in Portland on Sept. 16 and joined the RAPS tour of the Oregon Garden were rewarded with a warm dry day in Silverton. The excursion began with a tram ride that provided an overview of the extent and variety of the Garden. A good lunch at the Moonstruck Resort at the Garden followed. Then Kathy Fleury, one of the volunteers at the Garden, gave the group a leisurely and fascinating walking tour, which allowed in depth exploration of a few parts of the Garden.

Perhaps most often commented on was the extent of the Garden: 80 acres containing 20 different themed gardens. The color was brilliant. Many plants were at the height of their bloom. Particular attention was paid to the Northwest Garden, where we noted, sometimes with surprise, those plants that thrive particularly well in this climate.

We thought the garden of conifers spectacular, with its many shapes of trees and shades of green. The

wetlands (part of Silverton's waste water processing system) and the water garden with its blooming water lilies were places of calm reflection, and many gardens had fountains as centerpieces.

The group may have spent the longest amount of time in the children's garden. We didn't get down to dig for dinosaur bones but we did go into the wonderful tree house (at ground level) and admire the topiary, the furniture garden, and a wonderful gate made of rusted tools and bolts—the things one finds in a garden shed.

RAPS members commented that the Oregon Garden compared favorably with many more famous gardens that they had seen. Everyone noted the tranquility and peace that the Garden evoked. We owed much of our good experience to our guide, whose love of the Garden, and investment in it, were evident as she displayed its treasures to us. It was a memorable day.

—Joan Shireman

RAPS club reports

RAPS Hikers: Wildlife beckons at Oaks Bottoms

Our last hike in 2010 will be a local hike at Oaks Bottom on Tuesday, Nov. 23. This is an easy hike with little elevation gain, and part of it will be on a paved bike path along the Willamette River. Oaks Bottom is near Oaks Park, and we expect to see wildlife such as great blue herons, eagles, ducks, song birds and osprey. Bring your binoculars.

The hike will begin at the Milwaukie trailhead at 9:30 a.m., and the hikers will decide on a local restaurant for lunch. To get to the trailhead, travel about one mile south of the Ross Island Bridge to the Milwaukie exit. The parking lot is just to the right on Milwaukie. You can also take the #19 Woodstock bus which stops near the trailhead.

In early December, we will meet at a hiker's home for a potluck and 2011 planning session.

Confirm your participation of the Oaks Bottom hike by Nov. 22 to Larry Sawyer at 503-771-1616 or larry_sawyer@comcast.net.

--Larry Sawyer

Book Club: 'A Reliable Wife'

The RAPS Book Club will meet on Tuesday, Nov. 16, at 3:30 p.m. at the home of Linda Smeltzer, 1214 Hallinan Circle, Lake Oswego. NOTE THE TIME CHANGE. Please contact Linda at smeltzer@gmail.com or 503-636-5221 to RSVP and for directions. We will discuss a #1 *New York Times* bestseller, *A Reliable Wife*, written by Robert Goolrick. The book is described as follows on the back cover:

He placed a notice in a Chicago paper, an advertisement for a "reliable wife." She responded, saying that she was "a simple, honest woman." She was, of course, anything but honest, and the only simple thing about her was her single-minded determination to marry this man and then kill him, slowly and carefully, leaving herself a wealthy widow. What Catherine Land did not realize was that the enigmatic and lonely Ralph Truitt had a plan of his own.

Looking ahead to December, we have selected *Lacuna* by Barbara Kingsolver.

--Mary Brannan

Bridge Group: Deals on Nov. 9

The RAPS Bridge Group meets at Willamette View at 1:00 p.m. Tuesday, Nov. 9. For further information, please call Colin Dunkeld, 503-292-0838. Please call no later than Friday, Nov. 5.

--Colin Dunkeld

PAST TENSE

Remembering Kathy Greey: the Quintessential Academic Librarian



Kathy was a well loved and respected librarian throughout her career at PSU (1967-1997). She quipped that she was a "mail order librarian" because she was hired sight unseen right out of college by a public library in the east. She eventually came back to Portland to be with her parents and chose to work at Portland State's library. Never

owning a car, she lived at the Lone Plaza (now the Vue Apartments) on campus and walked to the library.

Although she remained the quintessential academic librarian, Kathy changed with the times, making the transition from card catalog to computers with grace, style, and skill. She was a lady; her favorite word was "appropriate." Kathy was also all about public service. She was responsible for giving many scholarships through Phi Kappa Phi and served as bookstore manager at the First Unitarian she attended.

Her favorite children's book was Barbara Cooney's *Miss Rumphius*, a tale of a redheaded librarian who traveled, and Kathy followed suit. Continuing to travel after retiring from PSU, she met with misfortune and died on a trip to China, doing what she loved best: traveling.

Attesting to Kathy as a person, at her memorial there was not enough room in her church's sanctuary for all of her grateful friends and students. She was a truly special friend.

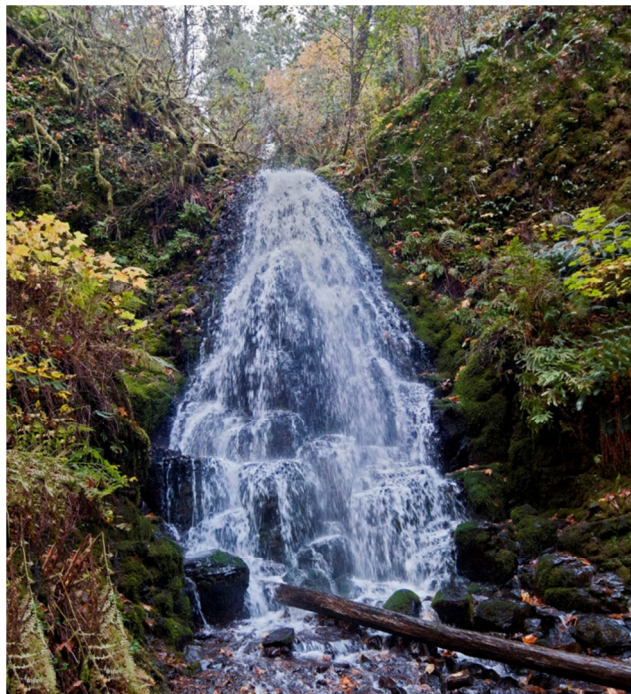
--Susan Jackson

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RAPS club reports

RAPS Hikers: Nov. hike iced out

November's icy cold prevented the RAPS hikers from making their planned hike on Nov. 23.



Larry Sawyer shot this picture of Fairy Falls during the Raps Hikers' Oct. 26 jaunt along the Wahkeena Creek Trail in the Columbia Gorge.

The group will hold its annual potluck and 2011 planning session in December. For additional information, contact Larry Sawyer at 503-771-1616 or larry_sawyer@comcast.net.

--Larry Sawyer

Book Club: 'The Lacuna'

The RAPS Book Club will meet Tuesday, Dec. 21, at 1:00 pm at the home of Joan Shireman, 13584 SE Snowfire Drive in Happy Valley. NOTE THE TIME CHANGE.

Please contact Joan at jshireman@myfrontiermail.com or 503-698-9951 to RSVP and for directions. We will discuss *The Lacuna* by Barbara Kingsolver. The book is described as follows on the back cover:

In this powerfully imagined, provocative novel, Barbara Kingsolver takes us on an epic journey from the Mexico of artists Diego Rivera and Frida Kahlo to the America of Pearl Harbor, FDR, and J. Edgar Hoover. *The Lacuna* is the poignant story of a man pulled between two nations as well as an unforgettable portrait of the artist—and of art itself.

Looking ahead to January, we have selected *Let the Great World Spin* by Colum McCann.

--Mary Brannan

Bridge Group: Eats first Dec. 14

The RAPS Bridge Group meets at Willamette View at 1:00 pm Tuesday, Dec. 14. The December gathering begins with lunch (\$8.75) and includes a white elephant gift exchange.

For further information, please call Colin Dunkeld, 503-292-0838. Please call no later than Friday, Dec. 10.

--Colin Dunkeld

PAST TENSE

The mad dash between State Hall and Old Main

State Hall (now Cramer Hall) was the first building constructed by Portland State College. Begun in 1956, it was built a quarter block at a time. The first section had a north entrance door directly across from the south door of Old Main (now Lincoln Hall)—right in the middle of the block.

Remember that all streets went through the Park Blocks at that time, including Mill Street, which separates the two buildings. Given that a straight line is the shortest distance between two points, everyone crossed Mill Street directly between those two doors. Anyone crossing at that point was technically jaywalking.

Policemen were posted on both sides of the street to hand out tickets for this "crime." It didn't take long for students, staff and faculty to realize that they needed a plan to cross between buildings. They would congregate at either door until two large clusters had formed, then make a mad dash for the other side. The police were able to pick off only one or two at each crossing--much like big fish picking off smaller fish swimming in schools for protection.

Not surprisingly, tempers flared. Someone illegally painted a crosswalk between the two buildings. After a series of angry calls to the mayor's office and letters to the editor, the police were called off, a legal crosswalk was painted, and tempers were calmed.

Today we have only to watch in one direction for the streetcars rather than in both directions for automobiles.

--Gordon Solie

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